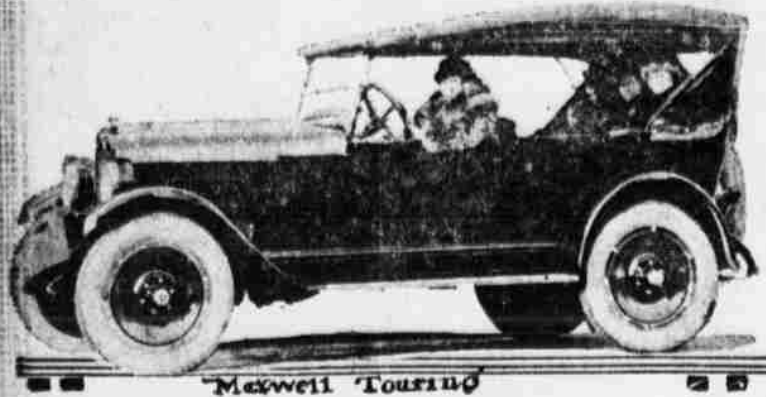


Maxwell Only Car Shown at the "Own-Your-Home" Exposition



The Maxwell Motor Car has been conceded the high honor of being selected as the exclusive automobile to be exhibited at the "Own-Your-Home Exposition," which is being held at the 69th Regiment Armory.

Harry J. De Bear, President and General Manager of the Maxwell-Chalmers Distributing Corporation was very much delighted when he received word from the committee in charge of the exposition that the Maxwell had been the one car in the entire automobile industry selected to represent all of motordom.

"It was very gratifying to us indeed," said Mr. De Bear, "and that the Maxwell car is the logical

DURANT PLANS BIG PRODUCTION FOR 1923.

Durant factories will build a minimum of 200,000 motor cars in 1923, according to a message issued to stockholders by President W. C. Durant of Durant Motors, Inc.

Mr. Durant points out that the record for Durant plants during the first six months' operating period—10,814 cars manufactured and shipped—is more than have ever been produced by any other concern in the history of the industry during the first six months' operating period.

After outlining the company's plans for 1923, Mr. Durant refers to the new Star car, the latest Durant achievement. "Your company," he says, "has entered into contracts with the Star Motor Company of New York, Star Motor Company of Michigan and the Star Motor Company of California, to produce in the plants of your divisional companies and under the same management a minimum of 120,000 four-cylinder, five-passenger cars to sell at \$245."

NEW PACKARD MAKES HIT.

With close to 600 people visiting the New York showrooms on the first day of Packard showing of its new Single Six model, and all the other branches reporting similar activity, with a total record of seventy-six sales within nine hours of its first public exhibition, the new Single Six, longer, lower and more powerful than its predecessor, may truly be said to have had an enthusiastic reception.

GRAY CAR READY FOR THE MARKET.

Frank L. Klingensmith, President of the Gray Motors Corporation and formerly Ford executive, Vice President and Treasurer, writes Albert Hirst, the New York distributor of the new Gray Car, that the Gray Motor Corporation had completed its financing.

All production and assembly of the new Gray for the present will be in Detroit, where the present plant has a capacity of 250 motors and 100 chassis. Assembly plants will be established in New York, Boston and Philadelphia by December.

The touring car will weigh about 1,100 pounds. The wheel base is 109 inches and artillery wood wheels have been substituted for the disc wheels. The touring car will have a one-man top.

F. F. Beall, former Vice President of the Packard Motor Car Company, will have entire charge of production, and D. Henry Botner, formerly in charge of all branch production for the Ford Motor Company, will be in charge of sales.

RED SPEED WAGON MAKES GOOD IN SOUTH AFRICA.

It is rather a far cry from the United States to South Africa, and when George Stowe, General Manager of the Red Company of New York, received a letter from Johannesburg saying a speed wagon had won a motor truck competition he grew rather enthusiastic. The event was decided in the T. A. C.

commercial vehicle trials. The Red car carried a net load of 3,140 pounds, maintained a net speed of more than sixteen miles per hour for 410 miles and showed a gasoline consumption of 0.3 miles per gallon.

IN NEW YORK TO-DAY.

Justice Lodge, dance, Pennsylvania, evening.

College element, bridge, Pennsylvania, evening.

A. E. P. Postal Agents, dinner, Pennsylvania, evening.

Both Abraham Hospital, bridge, Pennsylvania, evening.

General Contractors' Association, meeting, Pennsylvania, evening.

Accountants' Club, meeting, Pennsylvania, evening.

National City Company, dance, Pennsylvania, evening.

Manufacturing Perfumers' Association of the United States, convention, Biltmore, 11 A. M.

American Guild of Banjoists, dinner, Astor, 7 P. M.

American Newspaper Publishers' Association, convention, Waldorf-Astoria, all day.

American Welding Society, meeting, Engineering Societies' Building, No. 79 West 39th Street, 10 A. M.

Church of the Healing Christ, meeting, Waldorf-Astoria, 8 P. M.

St. Gabriel's Church, entertainment and dance, Waldorf-Astoria, 8 P. M.

Associated Press, directors' meeting, Waldorf-Astoria, 10 A. M.

Charter Chapter, D. U., meeting, Waldorf-Astoria, 2 P. M.

Kiwanis Club, luncheon, McAlpin, 2:30 P. M.

Zi Psi Phi, dance, McAlpin, 8 P. M.

Decorative Art Club, dance, McAlpin, 8 P. M.

Wednesday Afternoon Club, luncheon, McAlpin, 1 P. M.

The American Guild of M. C. B., dinner, Astor, 7 P. M.

Degree of Pochontas, Loyal Order of Red Men, supper, Astor, 11 P. M.

Maynooth Alumni Association, dinner, Astor, 7 P. M.

Salve Regina Council No. 24, K. of C., dinner, Astor, 7 P. M.

Children's Welfare League, luncheon, Astor, 1 P. M.

Welfare Bureau of the Police Department, dinner-dance, Astor, 7 P. M.

The Publishers of the United States, evening.

dinner to former Postmaster Will H. Hays, Commodore, 7 P. M.

Brown University Club in New York, concert and dance, Commodore, 8 P. M.

Bellevue Training School for Nurses, graduation exercises, No. 440 East 26th Street, 8:30 P. M.

New York Spring Horse Show, Durand's Riding Academy, No. 5 West 26th Street.

Palestine Orphans, benefit rummage sale, No. 307 Eighth Avenue.

New York League of Girls' Clubs, flower carnival, No. 15 East 60th Street.

Republican Club of the 15th Assembly District, breakfast dinner, "S. S. Flotilla," 54th Street and 6th Avenue, evening.

SAY DEATH WAS DUE TO WOOD ALCOHOL POISONING.

An investigation is being made into the death of Austin Madden, sixty years old, No. 468 West 23rd Street, at Bellevue Hospital to-day. Death, according to the hospital physicians, was caused by wood alcohol poisoning. Madden was admitted to the hospital last night. He was driven there in a taxi-cab.

DODGE BROTHERS CHIEFS ADVANCE.

Matheson Becomes Vice President. Nichols Is General Sales Manager.

Several important changes in the executive personnel are announced by Dodge Brothers. C. W. Matheson has been advanced from General Sales Manager to Vice President in charge of sales; John A. Nichols, Jr., promoted from director of field operations to General Sales Manager; John H. Gordon from New York district representative to director of distribution. Mr. Gordon succeeds J. E. French, who resigned to take over the Dodge Brothers dealership in San Francisco, where he maintained his headquarters for several years as Dodge Brothers' district representative.

COLT, OVERLAND EASTERN SALES MANAGER, RESIGNS.

William L. Colt, for nearly five years Division Manager of Willys-Overland, Inc., in the Eastern district, with headquarters in this city, has resigned, effective May 1, to become the President and active head of the Overland Providence Company, Willys-Overland distributor for Rhode Island, which concern he established and financed about a year ago.

Mr. Colt is one of the best known men in the automobile business. Prior to his association with Willys-Overland he was for eight years President of the Colt-Stratton Company, distributors of Dodge motor cars in the metropolitan district.

NEW LEXINGTON MODEL ON MARKET.

The Lexington Motor Company of Connersville, Ind., is out with the announcement of a new five-passenger touring model at \$1,745.

According to the announcement, the price on this new "Series 22" is \$240 less than the lowest previous price on a Lexington motor car equipped with the Ansted engine, including the Moore multiple exhaust system, which saves fuel and adds power, and is an exclusive Lexington feature, patented by John C. Moore, chief engineer.

The Ansted engine has been refined and improved in many respects. Another excellent feature is the frame design. This incorporates the "double triangular centre cross-member" on which a patent is pending. The Lexington factory claims that their frame construction is superior to anything on the market in sturdiness and stiffness, adding materially to the life of the car.

Riding comfort has been achieved by using front and rear semi-elliptic springs of exceptional length. The front springs are thirty-eight inches long and two inches wide, and the rear springs are fifty-nine inches long and two-and-one-quarter inches wide.

CADILLAC COMPANY SETS SALES RECORD.

Exceptionally encouraging news on the revival of business is to be found in the report just issued by the Cadillac Motor Car Company.

This company has completed the best January, February and March business in its twenty years' experience.

This fact is attributed to the unusual success won by the new Type 61 Cadillac cars, backed by the car's long established reputation for dependability and cool service.

Taste is a matter of tobacco quality

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

Liggett & Myers Tobacco Co.

"I like 'em!"



Chesterfield CIGARETTES

of Turkish and Domestic tobaccos—blended.

"They Satisfy"

Keep your blouses fresh and new, says Max Held—wash them this way



Whether it's a youthful button-up-the-back Peter Pan with an air of simple smartness or the merest frou-frou of sheerness and frills, your blouse must be the smart blouse of the moment.

And you must let it keep that last little nicety of correctness. For careless washing will just as surely ruin a fine French

Batiste with its trig collars and cuffs as it will the mannishly-tailored silk shirt or the dressier crepe de Chine.

All that you need to make your pretty blouses last is the gentle Lux laundering. The grocer, druggist or department store has Lux. Lever Bros. Co., Cambridge, Mass.

The Foyette White Co.

Lever Bros. Co., Cambridge, Mass. Gentlemen:

Once in a while a blouse is returned to us as unsatisfactory. We are sure of the material we use in making our blouses and we are sure of our workmanship. What we are not sure of is the treatment the blouse gets after it is in the hands of the owner.

If women would wash their blouses with Lux, 90 per cent of our complaints would disappear.

The other day a crepe de Chine blouse was returned to us which had "gone" under the arm. The owner had put away the blouse which was badly soiled with perspiration. The perspiration acids had eaten the silk, and a harsh soap and rubbing completed the destruction. If that blouse had been washed with Lux as soon as it was soiled, we would not have had the complaint.

For our own protection, we recommend the use of Lux in washing silks.

Very truly yours,

Max Held

LUX



Go Home and Don't Worry

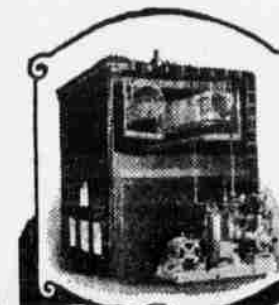
Saturday night closing-time. Put on your coat, turn the key. Home without any misgivings. Your McClellan is on the job. Clean, dry cold circulating through the refrigerator... Monday morning. Open the shop. Your McClellan is still on the job. Stock of meats in perfect condition. Temperature still the same. You can't afford to be without McClellan.

Simple—no complicated machinery. Convenient—dry cold when you want it. Economical—less than one-third the cost of ice.

A postal for more information, prices, etc. No obligation, of course.

A. H. WITT

629 First Ave., New York City



McClellan

COILS OF COLD

REFRIGERATION

McCLELLAN REFRIGERATING COMPANY

ROOSEVELT ROAD AND WASHTENAW AVENUE

CHICAGO, ILLINOIS

S. BAUMANN & Co.

750-752 8th Ave. Buy now Pay as you go

Corner 46th St.

Our Easy Payment Plan Applies Everywhere Within 150 Miles of N. Y. We Furnish Apartments and Homes on Weekly or Monthly Payments.

ALL GOODS MARKED IN PLAIN FIGURES. OPEN MONDAY AND SATURDAY EVENINGS.



10-PIECE QUEEN ANNE AMERICAN WALNUT DINING ROOM SUITE—Butter, China Cabinet, Serving Chest and Dining Table, 48-inch, 6 ft. extension; 1 Arm and 5 Side Chairs; upholstered in genuine leather; 10 pieces, as illustrated..... \$198.50

Columbia Gramophones from \$30.00 up on Our Easy Payment Plan. May Columbia Records on Sale. \$1.00 weekly deliveries to your home a New Home Sewing Machine. We carry a complete line.



MOTOR TRUCK DELIVERIES FREE WITHIN 100 MILES OF NEW YORK.

4-PIECE AMERICAN WALNUT SUITE—Louis XVI. Period Bedroom Suite, consisting of Dresser, Chest, Toilet Table and Bed-end Bed 4 pieces, as illustrated..... \$179.50

46th St. 50th St. 8th Ave

Say Ben-Gay for Tooth Ache

Say Ben-Gay at any drug store and you will get a tube of the original French Baume Bengués (Analgésique), use as follows: apply hot wet cloth to cheek, then rub Baume on cheek and a small amount on the gum; repeat until relieved. Keep a tube handy for Headache, Throat, Lining & CO., NEW YORK

America's First Cough Remedy

Earliest history shows that the Indians realized the medicinal value of spruce gum in the treatment of coughs, colds, hoarseness and inflammatory conditions of the throat. The Spruce Gum in combination with other vegetable medicaments of proven value form the basis of the 60 years of success of

GRAY'S SYRUP OF RED SPRUCE GUM

Mantel D. WATSON & CO., New York



Not A Blemish

more the perfect appearance of her complexion. Permanent and temporary skin troubles are effectively concealed. Reduces unnatural color and corrects greasy skin. Highly antiseptic. Send 15c for Trial Size

PERD. T. HOPKINS & SON, New York

Gouraud's Oriental Cream

Notice to Advertisers

Display advertising type copy and release orders for either one week day Morning World or The Evening World of copies after 4 P. M. the day preceding publication can be inserted only as space may permit and in order of receipt at the World office. Copy containing engravings to be made by The World must be received by Thursday noon.

Display advertising type copy for the Supplement Section of The Sunday World must be received by 1 P. M. Thursday preceding publication and must be received by 1 P. M. Friday. Copy containing engravings to be made by The World must be received by Thursday noon.

Sunday Mail sheet copy type copy which has not been received by 4 P. M. Friday, and copy which has not been received by 1 P. M. Friday, will be omitted as conditions require, subject to the order of latest receipt and positive release order.

Display copy or orders released after that as provided above, when omitted will not serve as evidence of any character, contract or other wise.

THE WORLD